



Christian Lavergne

Founder & Managing Director

📍 Dubai - United Arab Emirates

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Fluent)

French (Native)

Italian (Basic)

About

MANAGING DIRECTOR, SVP PROCUREMENT – SECTORS: LUXURY & FASHION RETAIL BRAND & REVENUE GROWTH ~ OMNICHANNEL MERCHANDISING EXPERTISE~ ORGANIZATIONAL LEADERSHIP Summary of Qualifications Accomplished global retail executive with 25+ years of experience in leading buying and merchandising functions, enterprise wide transformations, and omnichannel customer experience to drive product and assortment tactics, sales goals, and brand affinity across leading luxury and fashion retailers. Cross-functional relationship builder who directs vision and strategy across complex brand portfolios to unify teams towards a common goal while cultivating a collaborative environment, inspiring high-performing teams, and monitoring KPI progress. Analytical & insightful leader who leverages a deep understanding of the competitive landscape, target consumer needs, and market trends to maximize product relevance, customer engagement, and business profitability (profit and loss).

BRANDS WORKED WITH

Browns Shoes Shops, Inc.

Escada USA, Inc.

Hermès of Paris, Inc.

Holt Renfrew & Co. Ltd., Selfridges Group

HUGO BOSS FASHIONS, INC.

Lane Crawford

Ralph Lauren APAC – Omnichannel

The Fashion Architects, TFA Retail Consulting DWC-LLC

Experience

● FOUNDER & MANAGING DIRECTOR

The Fashion Architects, TFA Retail Consulting DWC-LLC | Jan 2017 - Now

Create, manage, and lead a micro-multinational management consulting firm specializing in brand and business developments, trading, marketing, and communications strategies across luxury premium and lifestyle brands. Guide evolution, development, and implementation of strategies aligned with business imperatives to optimize commercial performances. Key Clients: Black Suede Studio, Hudson's Bay Company HBC, The Dubai Mall EMAAR, Harper's Bazaar Arabia, & Tryano

- Black Suede Studio: Optimized assortment range and brand positioning strategy to reflect global and lifestyle proposition o Recruited and expanded international retail distribution with La Rinascente (Italy), Holt Renfrew (Canada), Bloomingdale's, and Harvey Nichols (Middle East) to achieve a 200% increase in sales from 2020 to 2022 o Augmented Instagram followers by 105% through creating seasonal campaigns and giftings strategies with celebrities and influencers; approached and secured Bravo TV star & Real Housewife of Dubai, Caroline Stanbury, as a brand ambassador

- Hudson's Bay Company HBC: Established a merchandising vision and strategy for the women's footwear and handbag division to exceed financial targets in collaboration with the buying and planning team

- The Dubai Mall EMAAR: Led merchandising activities for the Luxury Fashion Avenue tenant portfolio; realized \$3.7B AED (\$1B USD) in annualized sales, a 29% increase from 2018

- Harper's Bazaar Arabia – ITP Media: Served as a creative producer for "World of Fashion 2019 presents Bazaar Capsule" at Mall of The Emirates with key appearances from designers such as Victoria Beckham and Egyptian actress Yousra

- Yossi Harari Fine Jewelry: Reviewed and perfected assortment plan, pricing, sales & distribution strategies across key U.S. wholesale accounts such as Bergdorf Goodman, Neiman Marcus, Stanley Korshak and key specialty stores.

● VICE PRESIDENT BRAND LEAD – BUYING, PLANNING, & ALLOCATION

Ralph Lauren APAC – Omnichannel | Jul 2014 - Aug 2016

Developed, managed, and guided both vision and retail strategy for two categories, Ralph Lauren Luxury Portfolio and Polo Ralph Lauren

Childrenswear & Accessories Collections, across 13 countries. Oversaw activities for free-standing stores, shop-in shops within Japanese and Korean department stores, e-commerce platforms, and wholesale partners. Managed 24 employees.

- Exceeded 2016 fiscal targets for the RL Luxury Portfolio with sales of \$100M, an 11% increase from the previous year; also realized a gross margin of \$65M across 50 luxury points of distribution including 20 free standing stores
- Delivered robust 2015 financial results for Childrenswear & Accessories with \$167M in sales as well as a gross margin of \$127M across 200 doors
- Conducted analyses of category performance, identified key growth opportunities and challenges based on competitive evaluation data, and shared information with the design team to enable relevant product adjustments; partnered with category directors to review performance analysis and derive a sound action plan for moving forward
- Spearheaded an in-depth analysis of luxury stores' minimum inventory requirements as well as profit and loss in relation to sales productivity (sales per square foot); developed a three-year plan in response, encouraging executive and design teams to realign investment strategies and assortment models to improve profitability and drive margin optimization
- Achieved global brand realignment of teams and expanded cross-departmental partnerships through generating strategies and action plans to surpass business objectives and ensure all sectors "spoke with one voice"
- Curated focused product assortments with key growth classifications to mirror competitive consumer demand and business trends; led to greater consumer engagement and KPIs, improved inventory productivity, and increased profits
- Refined omnichannel clustering and edits to guarantee fashion focus and balanced core programs, resulting in significant sales improvement as well as greater customer retention and acquisition across product categories
- Devised and executed critical store openings across China and Macau, actively participating in store design, curating optimal sales and buy plans, elevating visual presentation, sales team training, clientele outreach, and launch event strategy



● GENERAL MERCHANDISE MANAGER LADIES SHOES, HANDBAGS & ACC- PEDDER GROUP

Lane Crawford | Apr 2012 - Jun 2014

Expanded and directed the international multi-brand merchandise portfolio and investment strategies for eight physical stores and two e-commerce platforms. Led and coached a team of 13 employees to deliver and exceed business unit goals.

- Increased 2014 sales to \$135M and achieved a gross margin of \$68M, a 12% increase from the previous year
- Teamed with finance, sales and operations, marketing, and HR leaders to ensure all business functions supported established sales targets, key merchandising priorities, and category pre-market and post-market strategies for the season
- Crafted and presented seasonal communication strategies to leadership and store teams to derive action plans that supported company goals; acted as a brand ambassador in conveying strategies and business trends to trade press
- Spearheaded the planning, curation, and execution of two Lane Crawford China flagship store openings in 2013 and 2014 with each store showcasing 120+ brands across 12,000-15,000 square foot selling spaces
- Realigned e-commerce investment strategies, the brand matrix, and supply chain to reflect a greater omnichannel experience across stores and online, leading to online sales penetration of more than 15% for 2014
- Steered innovative merchandising programs to expand luxury offerings beyond the existing brand matrix with Chanel, Hermes, and Rolex; introduced vintage leather goods and luxury watches at the Hong Kong and Canton Road stores
- Collaborated with major designers such as Maria Grazia Chiuri (Valentino), Sandra Choi (Jimmy Choo), and Tory Burch in developing exclusive capsule collections supported by 360 marketing campaign launch strategies at flagship locations

- **SENIOR BUYER – WOMEN'S DESIGNER & BRANDED FOOTWEAR COLLECTIONS**

Holt Renfrew & Co. Ltd., Selfridges Group | Apr 2006 - Apr 2012

Headed buying and management for all women's designer and branded footwear businesses across nine stores. Conceived a new vision and merchandising strategy for Holt Renfrew in launching their corporately owned footwear business across 80+ collections after ending their lease partner agreement in 2007. Supervised and mentored 10 buyers, planners, and merchandisers.

- Achieved \$35.1M CDN in designer footwear sales for 2010, 24% more than the previous year, with a 47% gross margin
 - Realized \$37.4M CDN in designer and branded collections sales for 2007, a 51% increase compared to 2006 sales generated by the company's lease partner, in addition to a gross margin of 42.9%
 - Cooperated with the Divisional Vice President and Division Planning Director to generate merchandise and financial plans, maximize EBIT performance and sales, and augment gross margin and stock turns to exceed growth forecasts
 - Secured and maintained multi-brand exclusivity with leading designer footwear brands including Christian Louboutin, Prada, Jimmy Choo, Miu Miu, Gucci, Ferragamo, Roger Vivier, and Tod's, all supported by key marketing strategies
 - Initiated and implemented a Designated Sales Associates program at two flagship stores, fully funded by principal brands; motivated staff to engage new and existing customers to stimulate and surpass sales across collections
 - Partnered with the marketing team and vendor community to produce exclusive women's footwear experiential events, including a launch event at the Toronto Bloor Street flagship store with personal appearances from top designers and company CEOs
- Additional Experience

- **Senior Buyer**

Browns Shoes Shops, Inc. | Dec 2002 - Apr 2006

- **Senior Sales Executive**

HUGO BOSS FASHIONS, INC. | Jul 2000 - Oct 2001

- **Senior Merchandise Manager**

Hermès of Paris, Inc. | Jan 1999 - Jul 2000

- **Buying Manager & Senior Account Executive**

Escada USA, Inc. | May 1996 - Jan 1999